



Deloitte Pitstop – November 23-25

In conjunction with the Wallace McCain
Institute at UNB



Tactical Tips for emerging companies getting their companies off the ground

Topic	Description	Deloitte Team	Time
Selling shares in a company	Describe what shares represent, typical types, characteristics... Why do owners issue/sell them?	Jeff White	30 minutes plus Q&A
What the heck is valuation?	Explore the concept of value and how it relates to an emerging company? What drives value?	Ken Bruce	30 minutes plus Q&A
What is an ESOP? Do I need one?	Explore what an employee stock option program is; its purpose and typical characteristics	Jeff White & Paul Fudge	30 minutes plus Q&A
SBITC	Describe the New Brunswick Small Business Investor Tax Credit program and how companies are using it as toll to help fund their growth	Jason Rideout & Jennifer Stark	30 minutes plus Q&A
SRED? What is it? Why pursue it?	Describe the current and proposed Scientific Research and Development (SRED) Tax laws and value to emerging enterprises.	Jason Rideout & Jennifer Stark	30 minutes plus Q&A

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